



SETTING THE SAILS FOR AN ENTREPRENEURIAL JOURNEY

Transition from 'Consumer mindset' to 'Entrepreneurial Spirit'

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Our Mission and vision

Mission

Our mission is to prepare everything in our power to realise our vision. We teach everything you need to know to start your own business and stand on your own feet.



Vision

Our ultimate vision is to get everyone a fair chance to experience the intensity of becoming an entrepreneur and succeeding at it.

Transition from 'Consumer mindset'
to
'Entrepreneurial Spirit'

Our Profile



M.MUKUNDAN,BE,MPIB,ME,Phd (pursuing)

Founding Director, MUD-TO-GUT Supply Chain Services, Pvt. Ltd


 **99430 40038**

I did a Bachelor's degree in Mechanical Engg (2003, Sri Ramakrishna Engg College, CBE) and followed it up with a Master's Programme in International Business – MPIB (2005, PSG Institute of Management, CBE). I then did a Master's in Manufacturing Engg (2007, Missouri Univ of Science & Tech, USA) specializing in Production Management. I am currently pursuing my PhD in organic agri food supply chains (Anna Univ, Chennai). Also, a visiting faculty at Sri Venkateswara Group of Institutions, CBE.



P.ARUN KUMAR,BE,ME,MBA

Director, Billion School, Coimbatore.

 **99448 25668**

I did a Diploma in Design and Drafting (1999, PSG Polytechnic, CBE). I then did a Bachelor's degree in Mechanical Engineering (2006, GCT, CBE) and Master's degree in Engineering Design (2010, Anna University, CBE) and followed it up with a MBA degree in Human Resources (2011, Periyar University, Salem). I have 5 years of industrial experience and 10 years of academic experience. Also, a visiting faculty at Sri Venkateswara Group of Institutions, CBE.

Our Services

Introduce, Motivate, Impart, Support and Empower...



We introduce entrepreneurship to participants, motivate them to take up the journey, impart the necessary knowledge and tools, support to establish a start-up and thus empower them with the intensity of becoming and succeeding as an entrepreneur.

Our Syllabus

COURSE OBJECTIVES :

To prepare and equip the participants with the knowledge and tools necessary to take up entrepreneurship

INTRODUCTION

Instigating the transition from 'Consumer mindset' to 'Entrepreneurial Spirit' – Playing videos of commercial advertisements and asking participants to review them- Breaking the myths surrounding Entrepreneurship - Indian start-up ecosystem - National spirit – Humanitarian spirit – Entrepreneurial spirit

MODULE - I : CREATIVITY

Physical exercises that help improve creativity – Playing a game involving nature: 'Woodpecker' – Creative activities / games: Origami, Dumb-charades – Using creativity to solve problems – Mind mapping – Creative exploration in the start-up journey: Business name, logo and tagline

MODULE - II : INNOVATION

Intellectual Property Rights – Patents and Trademarks – Customer satisfaction and Customer delight – Stated needs and Un-stated needs - Listing out problems that need attention – Identifying the business problem – Developing alternate solutions

MODULE - III : ENTREPRENEURSHIP

Segmentation, Targeting and Positioning – Marketing mix – Business feasibility analysis - Registering a start-up company - Incubator support options - Funding support options – Developing a Business Plan – Preparing a pitch deck

TOTAL : 45 HOURS

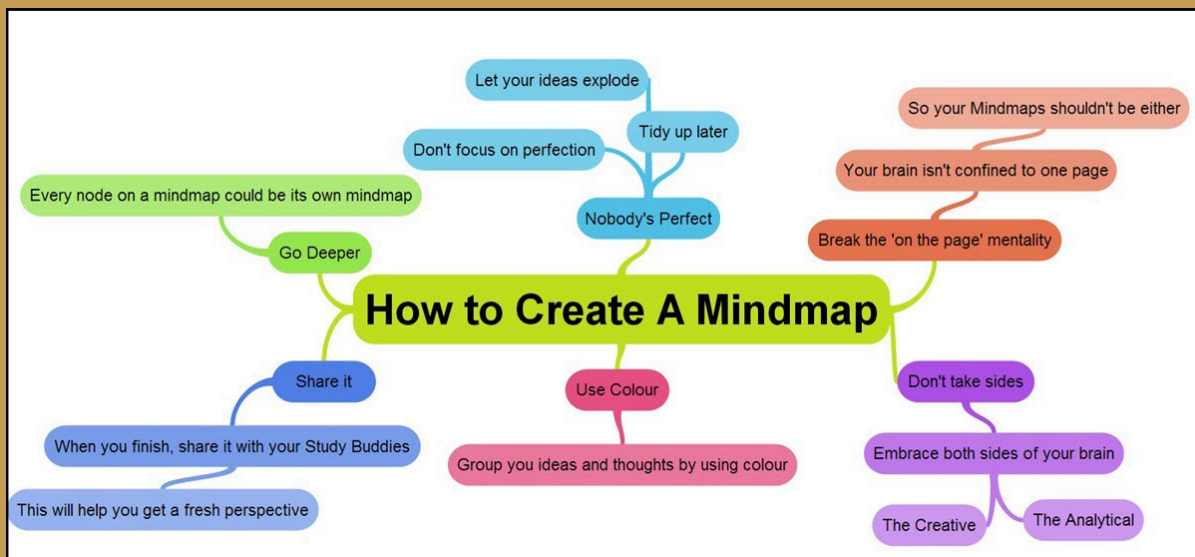
COURSE OUTCOMES :

Upon completing the program, the participants would have generated:

- **A Business Idea**
- **A Business Plan**
- **Pitch deck**

Creativity

How to create a Mind map



Mind mapping is the perfect tool to take your business to the next level. Not only is it quick, easy, and effective, it can save you time and money.

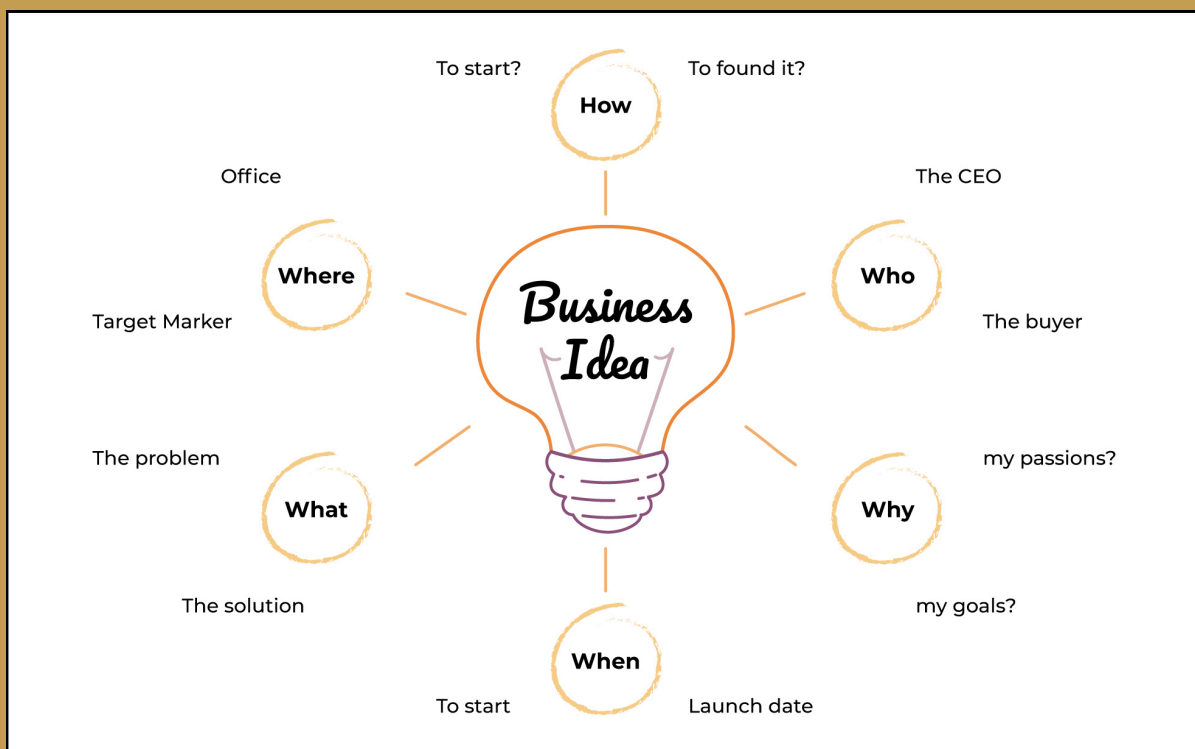
A mind map is a visual and branching diagram that allows you to capture and organize ideas and information. Some key uses for mind maps in business are note taking and brainstorming, but the benefits of mind mapping are many.

In business, mind mapping can

- Boost productivity,
- Develop deeper critical thinking skills,
- Improve creativity with visual thinking,
- Enhance memory retention, and
- Foster deeper collaboration within a team.

Innovation

Business plan



Tips for Writing a Business Plan:

- **Start with a Great Idea:** Ensure your business idea is viable and has a strong market opportunity.
- **Conduct Thorough Research:** Analyze your target market, industry, and competition.
- **Be Realistic:** Financial projections should be based on realistic assumptions.
- **Keep it Concise:** Focus on the key information and avoid unnecessary details.
- **Seek Feedback:** Get feedback from mentors, advisors, or other business professionals.

Entrepreneurship

Entrepreneurship is the process of identifying opportunities, developing innovative ideas, and taking calculated risks to start and grow a business.



Upon completing the program, the participants would have generated:

- A Business Idea
- A Business Plan
- Pitch deck



“
Everytime is a
good time to
start business
”